

Message Text

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R 262207Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

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E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: TECHNOLOGY '75

REF: STATE 250450; TEL AVIV 6643

1. PROSPECTIVE PARTICIPANTS IN TECHNOLOGY '75 ARE EXPRESSING CONCERN THAT THE COMBINATION OF CAPITAL SHORTAGE AND CREDIT FREEZE WILL RESTRICT SALES IN THE ISRAELI MARKET. SOME U.S. FIRMS ARE ASKING FOR ASSURANCES THAT THE GOI WILL ALLOW SALES OF BOTH METAL WORKING EQUIPMENT AND COMPUTERRS IN AMOUNTS TO MAKE PARTICIPATION IN TECHNOLOGY '75 INTERESTING FOR THEM.

2. REQUEST EMBASSY APPROACH APPROPRIATE GOI OFFICIALS TO EXPLAIN THESE CONCERNS. WHILE WE CANNOT EXPECT THE GOI TO MAKE ANY BUYING COMMITMENTS, WE NEED SOME ASSURANCE THAT THE HIGH PRIORITY THE GOI HAS BEEN GIVING TO DEFENSE AND EXPORT-ORINETED INDUSTRIES WILL CONTINUE AT A SUFFICIENT LEVEL TO MAKE PARTICIPATION IN TECHNOLOGY '75 WORTHWHILE FOR US FIRMS.

3. MAJOR USDOC RECRUITING EFFORT NOW UNDERWAY. REQUEST EMBASSY ACTIVELY SUPPORT PROCUREMENT EFFORT BY CONTACTING LOCAL AGENTS FOR POSSIBLE PARTICIPATION AND BY IDENTI-
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FYING US PRINCIPALS FOR USDOC CONTRACTS.

4. FOLLOWING COMPANIES INTEND TO PARTICIPATE IN TECHNOLOGY
'75.

SYSTEM AUTOMATION CORP.
8555 16TH ST. SILVER SPRING, MD. 20910
PRESIDENT: AFLRED RUBIN

EDWARD OCHMAN SYSTEMS
BOX 141 FAIRFIELD, CONN. 06430
PRESIDENT: EDWARD OCHMAN

ARCADE MACHINE AND TOOL CO.
23281 TELEGRAPH RD. WOUTHFIELD, MICHIGAN 48025
PRESIDENT: JOSEPH GYRON GYOSI

CINCINNATI MALACRON
4701 MARBURAH, CINCINNATI, OHIO 45209

INTERMACH
WASHINGTON AT GROVE, BRADLEY, ILL. 60915
INTERNATIONAL DIVISION - F.A. CHAUANO

PEARL EQUIPMENT CO.
P.O. BOX 26
4717 CENTENNIAL BLDG.
NASHVILLE, TENN. 37202

WALSH PRESS AND DYE
4709 WEST KINZIE ST.
CHICAGO, ILL. 60644

PLEASE FORWARD INFO ON COMPANIES WHO HAVE EXPRESSED SIMILAR
INTENT IN TEL AVIV.

5. COMMERCE MAKING ALL POSSIBLE EFFORTS TO INSURE THAT
TECHNOLOGY '75 WILL BE A SUCCESS, ESPECIALLY IN VIEW OF THE
FACT THAT OUR PARTICIPATION IN TECHNOLOGY '73 WAS A GREAT
DISAPPOINTMENT TO US EXHIBITORS. WE STRONGLY BELIEVE THAT
CHANCES FOR SECURING PARTICIPATION OF US FIRMS IN FUTURE SHOWS
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WILL BE VERY DIM UNLESS TECHNOLOGY '75 CAN PRODUCE SIGNIFICANT
SALES FOR US EXHIBITORS. INGERSOLL

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Disposition Authority: MorefiRH
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